

FIG. 1

(2/10)

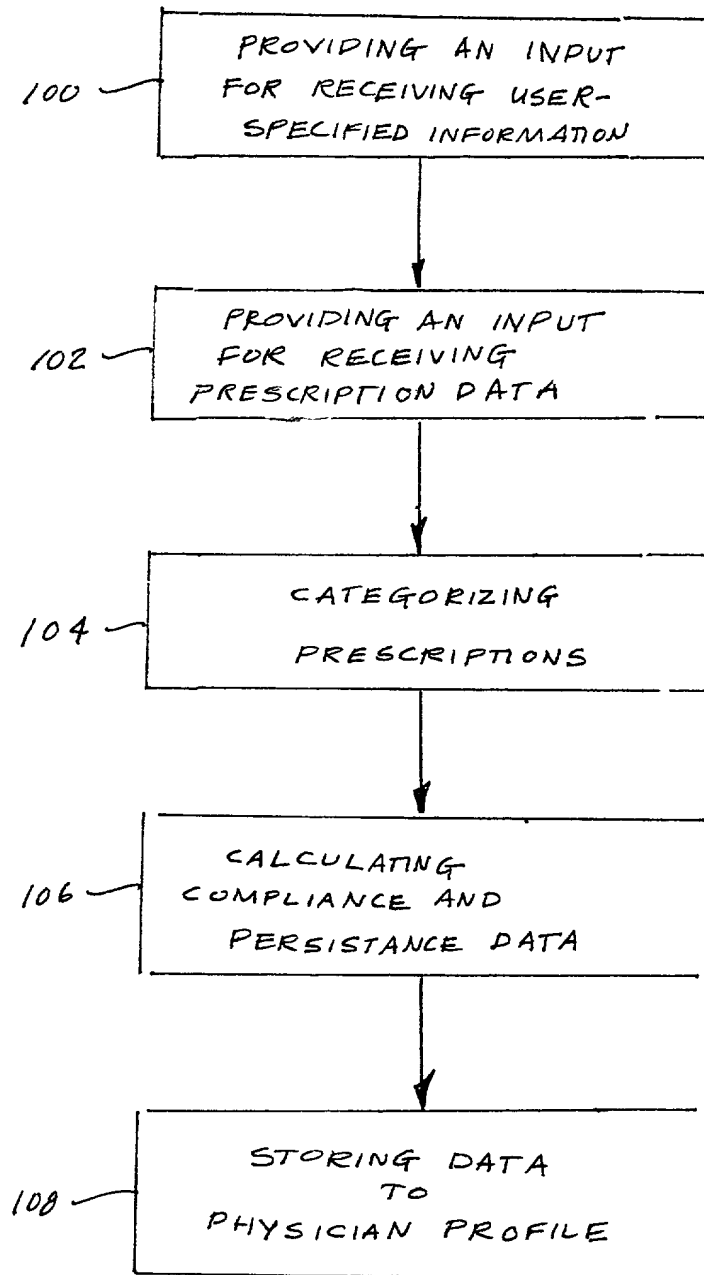


FIG. 2

(3/10)

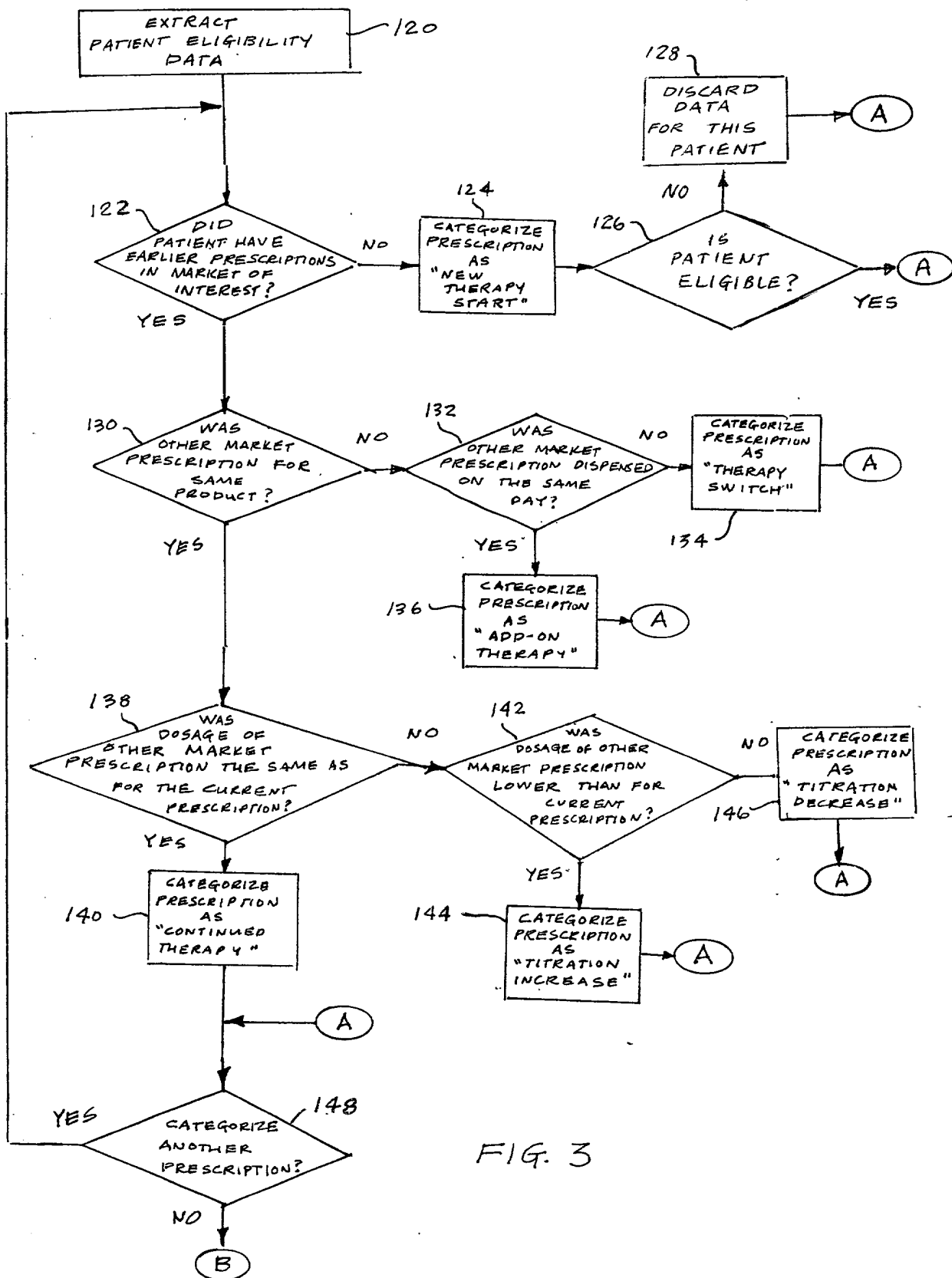


FIG. 3

A33944

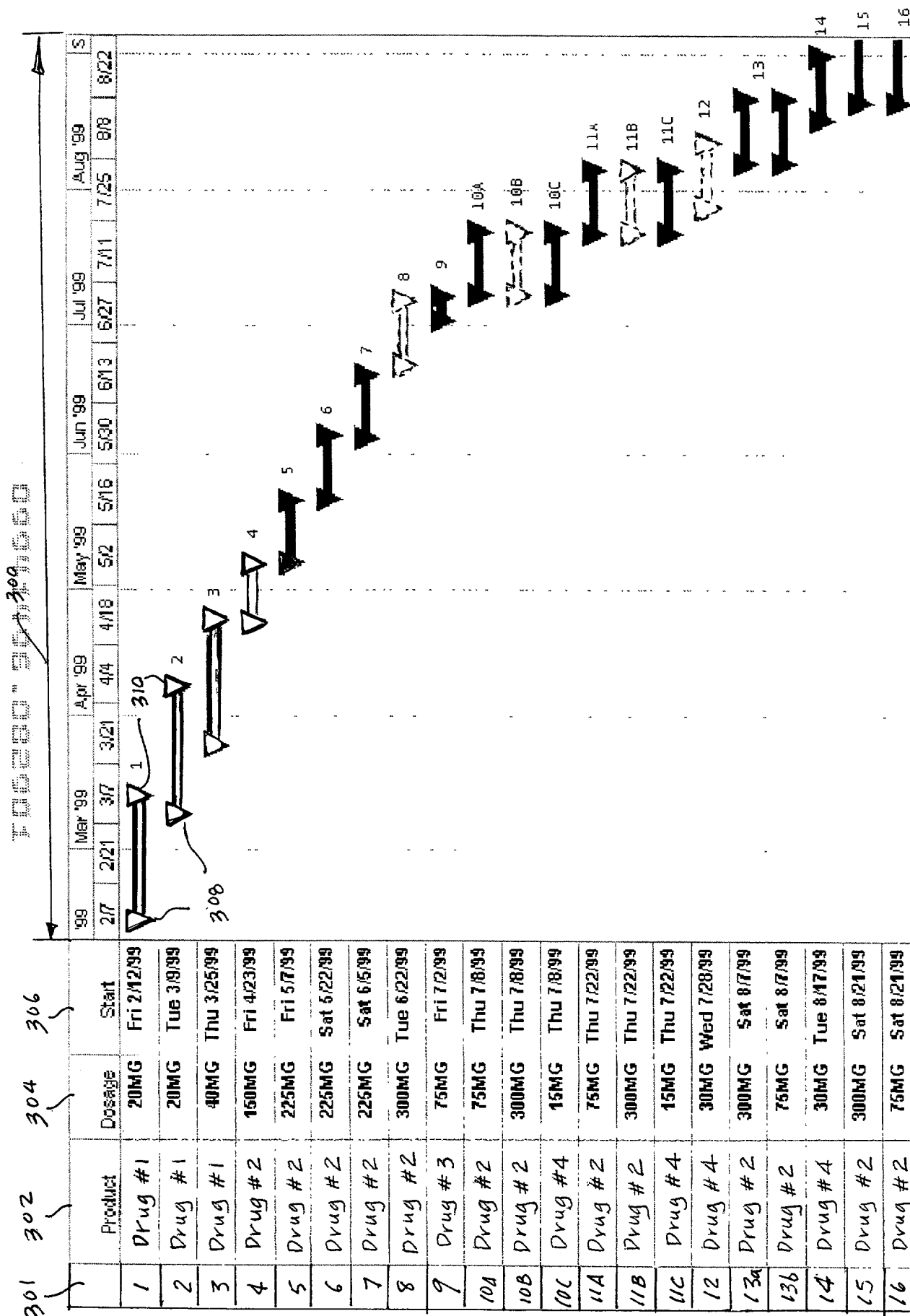


Fig. 4

(5/10)

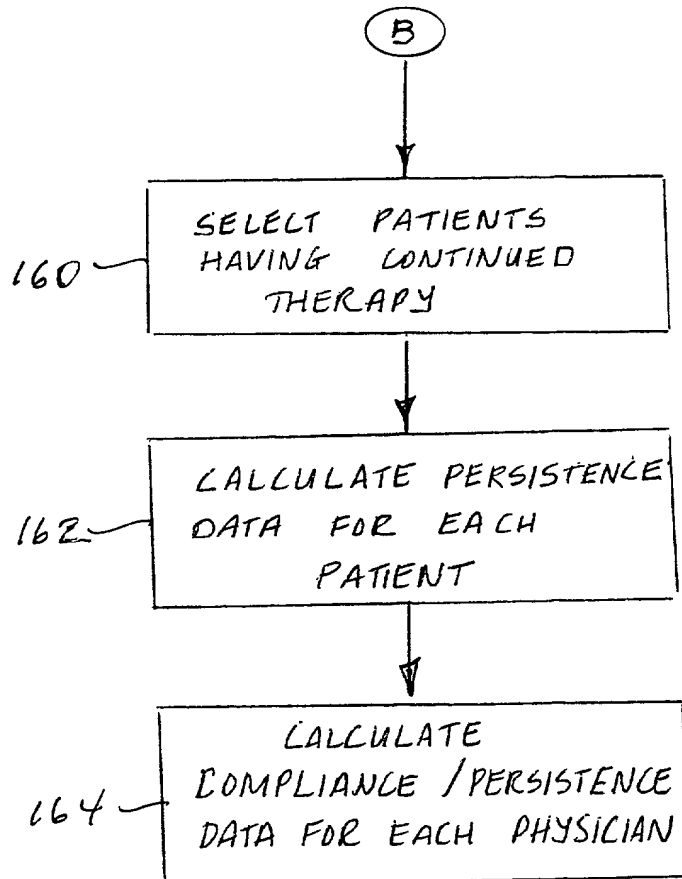


FIG. 5

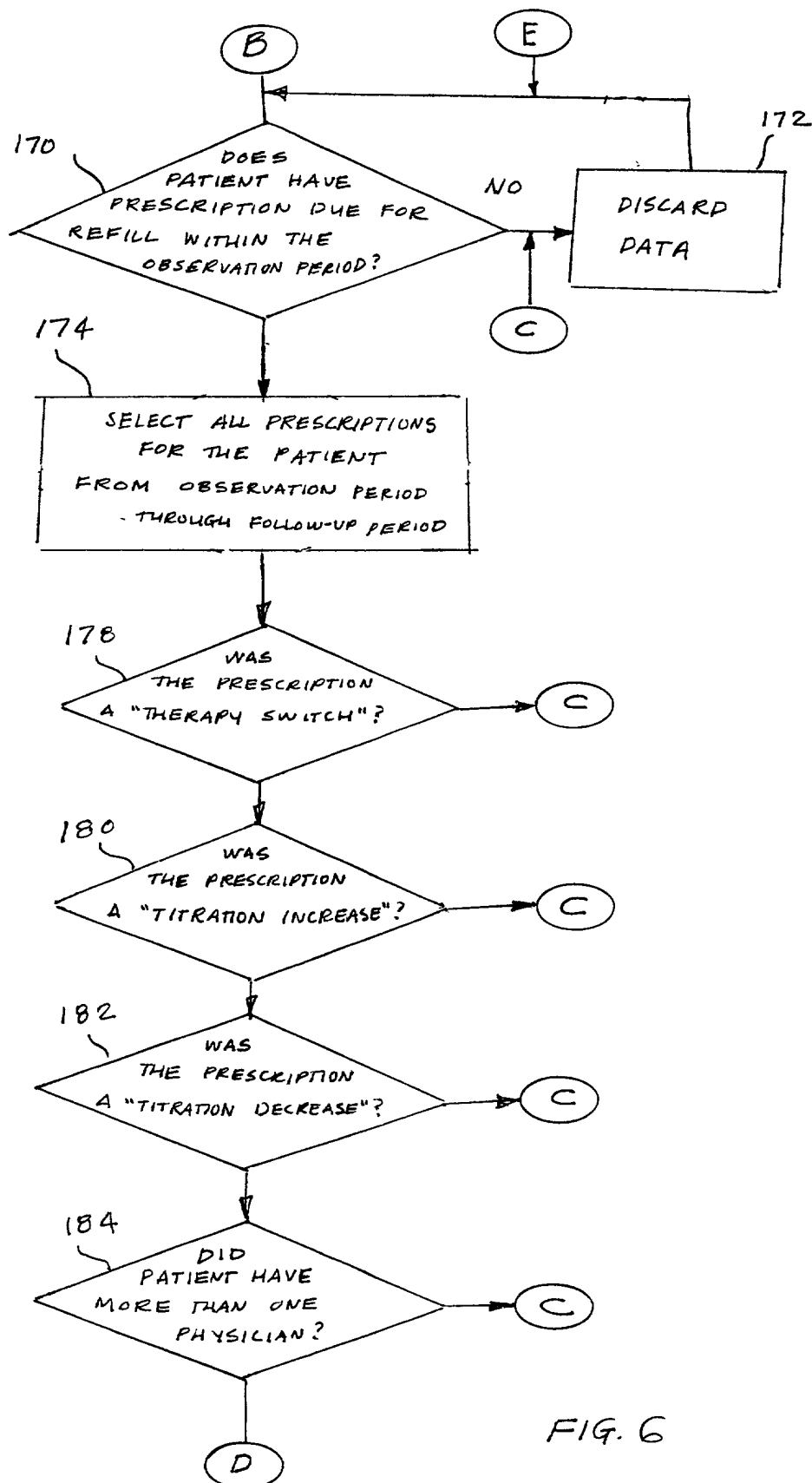


FIG. 6

106280" 9647660

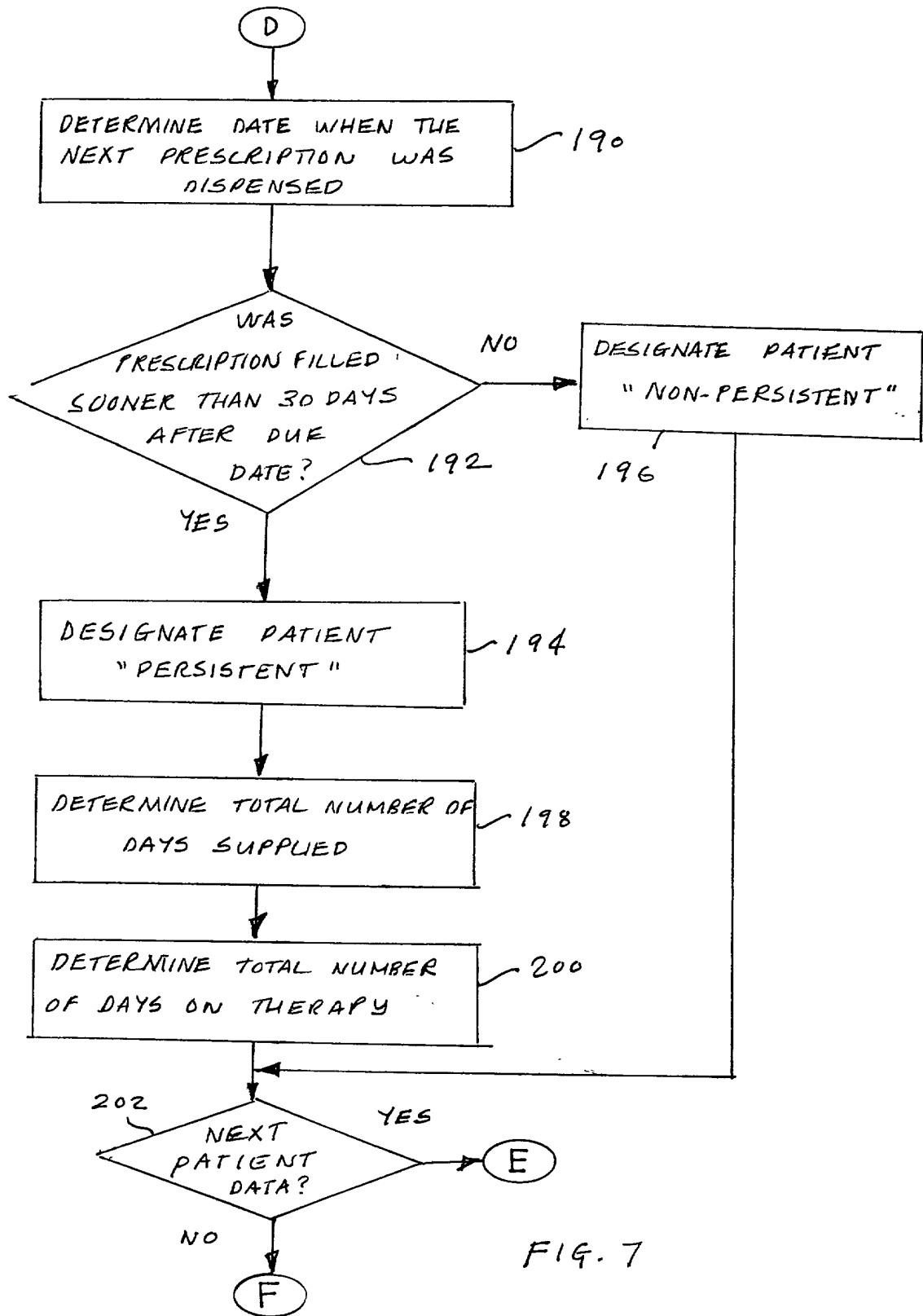


FIG. 7

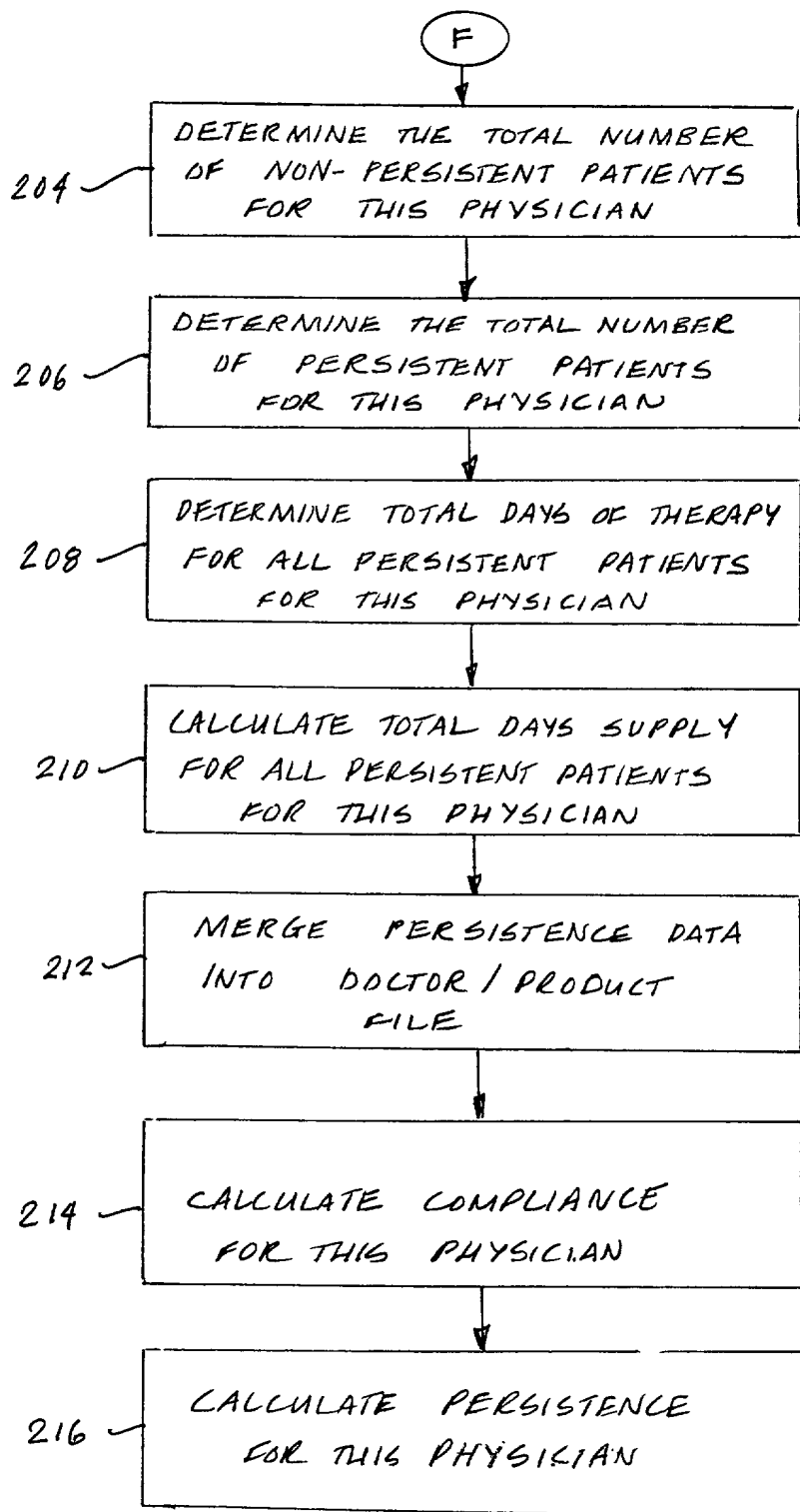


FIG. 8

(9/10)

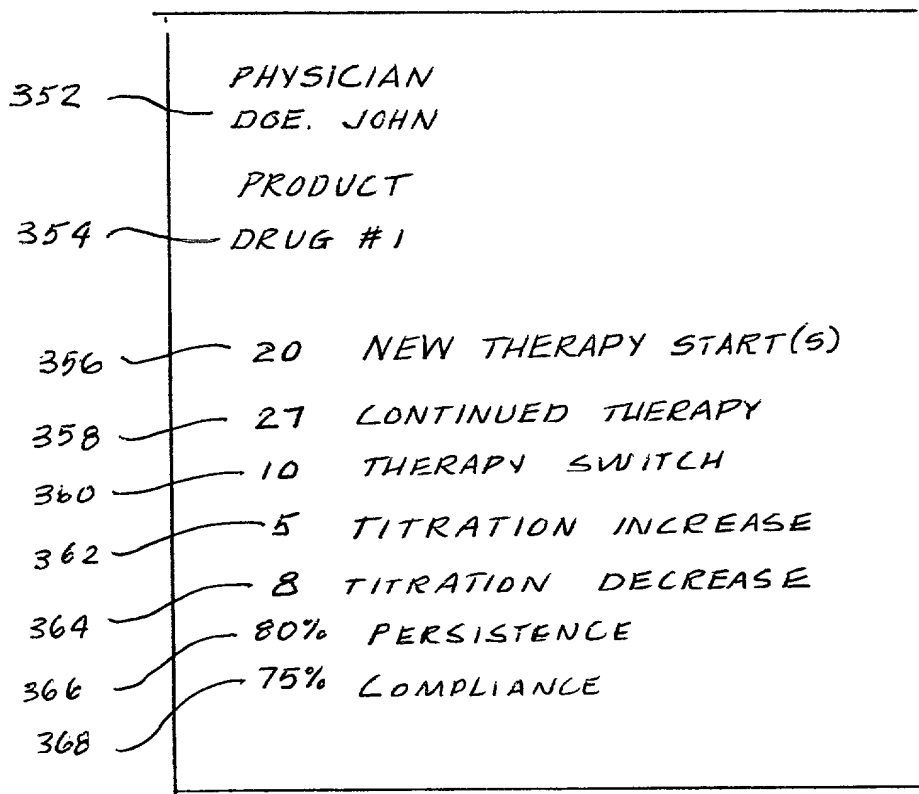
350

FIG. 9

A 33944

Fig 3.10
EARLYVIEW - EarlyView Report (Jul 1999 - Jul 2000)
TOP 50 PRESCRIBERS FOR ROLLING 12M MARKET VALUE
Key Products: ① DRUG #1, DRUG #2

400

402

410

[illegible]

412

| Market | | Sales Force Territory | | Product | | Trend | | R12M | | NR Market Share (%) | | Sep '00 | | Sep '00 | | Sep '00 | | | | | | | | | | | | | | | | | | | | | |
|---|--|-----------------------|--|------------|--|-------|--|------|--|---------------------|--|---------|--|---------|--|---------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|-------|--|
| CHRONIC PAIN | | 275 | | 0400007099 | | LRX | | NFX | | VOL | | 06/30 | | 07/07 | | 07/14 | | 07/21 | | 07/28 | | 08/04 | | 08/11 | | 08/18 | | 08/25 | | 09/01 | | 09/08 | | 09/15 | | 09/22 | |
| PREScriber | | DOE, JOHN | | 422 a | | D | | 38 | | 10.1 | | 9.7 | | 22.2 | | 17.5 | | 19.8 | | 15.4 | | 17.7 | | 18.3 | | 16.4 | | 8.3 | | 17 | | 18.2 | | 26.9 | | | |
| | | 5240583058 (21) | | | | U | | 164 | | 71.4 | | 73.2 | | 70.4 | | 82.5 | | 75 | | 84.6 | | 72.1 | | 81.7 | | 76.6 | | 84.3 | | 83 | | 76 | | 68.4 | | | |
| | | 34 DENNY DRIVE | | | | | | 213 | | 14 | | 15 | | 17 | | 7 | | 20 | | 25 | | 21 | | 20 | | 15 | | 15 | | 14 | | 19 | | 24 | | | |
| CAL YPSO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MA 02150 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SMITH, MARY | | | | | | N | | 38 | | 10.1 | | 9.7 | | 22.2 | | 17.5 | | 19.8 | | 15.4 | | 17.7 | | 18.3 | | 16.4 | | 8.3 | | 17 | | 18.2 | | 26.9 | | | |
| | | 0240583012 (4) | | | | N | | 164 | | 71.4 | | 73.2 | | 70.4 | | 82.5 | | 75 | | 84.6 | | 72.1 | | 81.7 | | 76.6 | | 84.3 | | 83 | | 76 | | 68.4 | | | |
| | | 151 EVERETT AVE | | | | | | 213 | | 14 | | 15 | | 17 | | 7 | | 20 | | 25 | | 21 | | 20 | | 15 | | 15 | | 14 | | 19 | | 24 | | | |
| CHELSEA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MA 02150 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| INTERNAL MEDICINE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ADAMS, JOHN | | | | | | U | | 63 | | 5 | | 6 | | 2.4 | | 6.2 | | 13.8 | | 6.8 | | 5 | | 2.3 | | 5.6 | | 6.4 | | 5.9 | | 2.9 | | 7.9 | | | |
| | | 4954565009 (1) | | | | U | | 917 | | 85.9 | | 77.9 | | 83 | | 78.9 | | 72.4 | | 88 | | 86.5 | | 87.2 | | 86.9 | | 83.9 | | 80.2 | | 89.8 | | 85.2 | | | |
| | | 3 WOODLAND RD, SUI | | | | | | 1093 | | 63 | | 48 | | 71 | | 75 | | 57 | | 67 | | 56 | | 68 | | 114 | | 124 | | 148 | | 133 | | 131 | | | |
| STONEHAM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MA 02180 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MARTIN, MIKE | | | | | | N | | 91 | | 37 | | 28.4 | | 33 | | 31 | | 30.7 | | 59.2 | | 60.3 | | 64.4 | | 72.5 | | 51.1 | | 58.6 | | 48 | | 47.4 | | | |
| | | 0432852025 (123) | | | | N | | 73 | | 53.7 | | 50 | | 49.9 | | 61.2 | | 54.1 | | 24.4 | | 33.8 | | 28.5 | | 19.3 | | 38.4 | | 34 | | 45.1 | | 44.4 | | | |
| | | 2 RANCH AVENUE | | | | | | 185 | | 13 | | 18 | | 15 | | 16 | | 8 | | 15 | | 21 | | 17 | | 15 | | 12 | | 16 | | 18 | | 15 | | | |
| SUDBURY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MA 01776 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TITRATING UP on DRUG #1 slower than average; Demonstrating switching behavior to other therapies / drugs faster than other prescriberscriptions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

420a

4206

420c

420d